



CALIFORNIA TRAVEL & TOURISM COMMISSION

www.visitcalifornia.com

JOB DESCRIPTION: Manager – Research

Job Title: Manager – Research
Department: Marketing
Reports To: Deputy Director
Classification: Regular, Full Time Exempt
Supervisory responsibility: Yes
Position Start Date: June 1, 2007 or later
Salary range: \$46,800 – \$64,600 DOE (Depending on Experience)

Position Summary:

Responsible for overseeing travel and tourism research, analysis and evaluation related to the policies and marketing programs of California Travel and Tourism Commission (CTTC). The Manager of the CTTC Research program is the primary source supplier of California tourism statistics to DMOs, assessed businesses, travel industry, academic institutions, economic development practitioners, media legislators and the general public. The successful candidate will be responsible for managing all secondary research sources and distributing tourism research statistics in a variety of formats to support all aspect of tourism market planning and development.

Key Duties & Responsibilities:

<u>% of Time</u>	<u>Activity</u>
30%	Support the strategic planning, marketing and communication activities of the CTTC: <ul style="list-style-type: none">• Gather, analyze and provide travel data and market intelligence used in the selection and evaluation of target markets, advertising media, and trade shows; contribute to newsletters, reports, articles, presentations, and briefings.• Plan, organize and implement studies to determine the Return on Investment and to evaluate the marketing effectiveness.<ul style="list-style-type: none">○ Determine appropriate methodologies, definitions and best practices that will yield accurate, reliable and credible results for measuring ROI and performance.○ Assist in substantiating budget requests and legislative proposals.• Oversee or participate in the development of brand research, focus groups and other qualitative research.• Participate in the development of cooperative (shared-cost) international or niche market research projects.
30%	Produce the economic impact, visitor tracking, and other core research studies and publications of the CTTC.

- Determine appropriate methodologies and best practices that will yield accurate, reliable and cost-effective data on in-state, out-of-state and international travel volumes, impacts, trends, and demographics.
 - Develop and approve budgets and scopes of work, oversee RFPs and bids as needed; select contractors; monitor progress; manage contracts; resolve disputes.
 - Review, analyze, edit and approve consultant questionnaires, charts, graphs, reports, articles and presentations.
 - Provide the content and regular updates of the research section of the CTTC web site.
 - Produce a monthly electronic research bulletin; maintain subscriber lists.
- 15% Promote appreciation of the importance of travel and tourism to the state economy through the dissemination and appropriate use of tourism research and statistics.
- Provide assistance to the California travel industry and to the general public and academic community in accessing and understanding travel and tourism impacts and research, especially California DMOs, assessed businesses, media, and trade and economic development associations. For example:
 - Determining the local economic impact, cost-benefit or feasibility of tourism marketing initiatives, development projects, and policy changes
 - Estimating impacts of floods, earthquakes, droughts, fires, transportation disruptions or improvements
 - Forecasting travel demand
 - Case studies in rural, ethnic, cultural, and other niche markets
 - Respond to special requests from the Deputy Secretary, the Secretary, Commission members, legislators, media, other agencies, etc.
 - Conduct special studies as needed.
- 5% Act as technical expert and chief spokesperson in matters pertaining to tourism statistics and trends.
- Represent California in meetings and projects with specialists in other states or agencies to develop and evaluate methods for measuring and analyzing travel volumes, characteristics, impacts and trends.
 - Prepare and review proposals, reports and articles; give presentations at conferences, workshops and seminars.
 - Serve on professional committees and panels working toward the general improvement and advancement of travel and tourism research methods and standards.
- 10% Maintain a knowledge base that enables California Tourism to provide a high degree of expertise to citizens seeking information and referrals on diverse travel-related topics and data needs such as: US and worldwide travel and tourism, regional and local tourism development, leisure behavior, outdoor recreation, ecotourism, cultural tourism, gaming, sports, skiing, the hospitality industry, restaurants, airlines, airports, rental cars, etc.
- Maintain a research library and data files
 - Establish and maintain affiliation with professional organizations; attend seminars and conferences; deliver papers and presentations.
- 10% Perform special assignments for the Deputy Director, Marketing and other duties as the Deputy Director deems appropriate, including assistance and backup to the all aspects of CTTCs Tourism Marketing program.

Essential Qualifications:

To perform this job successfully, an individual must be able to perform each key duty satisfactorily, and demonstrate the following:

- Knowledge of research methods and techniques, statistical and other methods used in the analysis and projection of data, survey methods and analytical techniques, especially as applied to destination visitation and impacts
- Ability to plan, direct and advise others on highly complex and sensitive projects and prepare and present technical reports
- Budget and project management experience
- Strong written and verbal communication skills; high degree of proficiency in synthesizing and communicating data from a variety of disciplines
- Ability to communicate and work well with others in a professional office environment
- Minimum of six years professional experience in the tourism industry
- Education equivalent to Bachelors Degree or higher in marketing, recreation, tourism or related field a plus
- Strong organizational skills; ability to handle multiple tasks, meet deadlines and manage priorities
- Knowledge of Microsoft Office product, PageMaker and other graphics or presentation software, HTML; familiarity with statistical software desirable

Work hours regularly exceed 40 hours per week

Some travel may be required

Compensation:

In addition to salary, CTTC offers medical, dental, vision, disability, sick and vacation leave, and a 401k plan.

How to Apply

Please send your cover letter and resume by email to Tracy Garrett, Director of Finance and HR, at tgarrett@visitcalifornia.com, prior to May 18, 2007.